



**City of
Santa Clara**
The Center of What's Possible

MARKETING COMMITTEE

Central Park Library
2635 Homestead Road
Santa Clara, CA 95050
Margie Edinger Room

January 20, 2016
4:00 p.m. – 6:00 p.m.

MEETING AGENDA

<u>Topic</u>	<u>Lead</u>	<u>Time</u>
1. Welcome	Chair	4:00 p.m.
2. Brand Implementation Update	Jennifer Yamaguma	4:05 p.m.
3. SB50 Local Event Branding & Marketing Strategy	Jennifer Yamaguma/ Articulate Solutions	4:20 p.m.
4. Update on Local Events for SB50	Staff	4:35 p.m.
a. Commemorative Public Art		
b. 5K/10K/Fun Run		
c. Exhibit		
d. STEM Innovation Bowl		
e. Concert & Fireworks		
f. Super Community Celebration		
g. Volunteers		
5. Sponsorship Update	Peggy Kennedy	5:00 p.m.
6. San Francisco Bay Area Super Bowl 50 Host Committee Update	Host Committee	5:20 p.m.
7. Stakeholder Updates	All	5:30 p.m.
8. Adjournment	Chair	6:00 p.m.

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